

# COVER SHEET FOR AMENDMENT OF POST-TRAVEL SUBMISSION

Date/Time: **RECEIVED**  
**SECRETARY OF THE SENATE**  
**PUBLIC RECORDS**

**2018 AUG -7 PM 3:54**

**Instructions:** Use this form as a cover sheet for any paperwork you may need to submit to the Office of Public Records in order to make your Privately Sponsored Post-Travel Submission complete in accordance with Rule 35. **Only complete this form if you need to submit an amendment to a post-travel filing you have already submitted.**

**SUBMIT DIRECTLY TO THE OFFICE OF PUBLIC RECORDS IN 232 HART BUILDING**

Name of Traveler: Bennett Butler

Employing Office/Committee: Senator Edward J. Markey

Travel Expenses Paid by (List all sources): Interactive Advertising Bureau

Travel Date(s): Wednesday, May 2<sup>nd</sup>, 2018

Description/Title of Attached Forms: Trip Invitation, Private Sponsor Travel  
Certification form (PSTCF) + Attachments, and Final Itinerary

Purpose of Amendment (describe the reason for amending original submission): final versions of  
the documents were not previously submitted.

8/7/18  
(Date)

[Signature]  
(Signature of Traveler)



Wednesday, May 2nd

5:50 am – 8:52 am Amtrak train from Washington Union Station to New York Penn Station

8:55 am – 9:00 am Walk from Penn Station to HULU NewFront

9:00 am – 11:00 am **Attend HULU NewFront Presentation**

Staff will learn and see the innovative ways digital advertising is being integrated into video content. Through presentations by speakers, staff will have the opportunity to hear facts and figures about user engagement with video advertising and better understand the video advertising market.

Location: Madison Square Garden Theatre Stage

11:15 am – 11:45 am Travel to ESPN NewFront

12:00 pm – 2:00 pm **Attend ESPN NewFront Presentation (Lunch Included)**

Staff will have the chance to see how ESPN produces their award digital content and hear how the digital sports industry is being monetized.

Location: 547 West 26th Street

2:00 pm – 2:15 pm Travel to Self-Regulatory Briefing

2:15 pm – 3:15 pm **DAA / TAG Briefing**

Staff will hear from leaders of the two self-regulatory bodies that police the digital advertising industry: the Digital Advertising Alliance (DAA) and the Trustworthy Accountability Group (TAG).

Location: TBD

3:15 pm – 3:45 pm Travel to New York Times

3:45 pm – 4:45 pm **Visit New York Times**

Staffers will learn the innovative ways NY Times is combining story-telling with digital advertising. They will also hear presentations from NYT executives about the way online advertising is changing media and have the opportunity to take a brief tour of NYT.

Location: 620 8th Ave, 15th Floor

5:00 pm – 5:30 pm Travel to Penn Station

6:00 pm – 8:58 pm Amtrak train from New York Penn Station to Washington DC

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March 26, 2018

Mr. Bennett Butler  
United States Senate  
Washington, D.C. 20510

Dear Bennett:

The Interactive Advertising Bureau (IAB) ([www.iab.com](http://www.iab.com)) is the trade association for the digital advertising industry, an ever evolving space. As part of the work you do for Senator Markey, who as a member of the Senate Commerce Committee oversees many of the issues critical to our industry, we would like to extend an invitation for you to visit several offices and events held by member companies of the IAB in New York City, on Wednesday, May 2<sup>nd</sup>, 2018.

The program will be designed to meet the ethics requirements for privately sponsored travel. We will provide you with a Trip Sponsor Form but you will need to complete a Traveler Form, including advance written authorization for your participation. These forms will then need to be submitted to your ethics officer for review at least 30 days before the start of the trip (no later than Monday April 2<sup>nd</sup>).

We are happy to answer any questions you may have and look forward to meeting with you in May.

Sincerely,

Randall Rothenberg  
President & CEO  
Interactive Advertising Bureau

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**The Senate Member, officer, or employee MUST also provide a copy of this form, along with the appropriate travel authorization and reimbursement form, to the Office of Public Records (OPR), Room 232 of the Hart Building, within thirty (30) days after the travel is completed.**

- Private Sponsor Certification - Page 1 of 4**

9. **USE ONLY IF YOU CHECKED QUESTION 6(B)**

I *certify* that if the sponsor or sponsors retain or employ one or more registered lobbyists or agents of a foreign principal, one of the following scenarios applies:

☒ (A) The trip is for attendance or participation in a one-day event (exclusive of travel time and one overnight stay) and no registered lobbyists or agents of a foreign principal will accompany the Member, officer, or employee *on any segment* of the trip.

—OR—

☐ (B) The trip is for attendance or participation in a one-day event (exclusive of travel time and two overnight stays) and no registered lobbyists or agents of a foreign principal will accompany the Member, officer, or employee *on any segment* of the trip (*see questions 6 and 10*).

—OR—

☐ (C) The trip is being sponsored only by an organization or organizations designated under § 501(c)(3) of the Internal Revenue Code of 1986 and no registered lobbyists or agents of a foreign principal will accompany the Member, officer, or employee *at any point* throughout the trip.

10. **USE ONLY IF YOU CHECKED QUESTION 9(B)**

If the trip includes two overnight stays, please explain why the second night is practically required for Senate invitees to participate in the travel:

N/A

11. ☒ An itinerary for the trip is attached to this form. I *certify* that the attached itinerary is a detailed (hour-by-hour), complete, and final itinerary for the trip.

12. Briefly describe the role of each sponsor in organizing and conducting the trip:

As the sole sponsor, IAB invited Congressional staff to this event to engage on issues relating to digital advertising. IAB planned and organized all aspects of this trip and event.

13. Briefly describe the stated mission of each sponsor and how the purpose of the trip relates to that mission:

IAB is the trade association for the digital advertising industry. Its missions are developing technical standards and best practices, fielding research on interactive advertising, and education, and this trip will highlight and educate about developments in digital advertising.

14. Briefly describe each sponsor's prior history of sponsoring congressional trips:

IAB sponsored a Congressional trip to its NewFront event in 2016, and to its Content Studios event in 2017.

15. Briefly describe the educational activities performed by each sponsor (other than sponsoring congressional trips):

IAB frequently publishes white papers and research on marketing and technological trends.

16. Total Expenses for Each Participant:

	Transportation Expenses	Lodging Expenses	Meal Expenses	Other Expenses
<input checked="" type="checkbox"/> Good Faith estimate	\$260 - Amtrak \$105 - Chartered van ground transportation	N/A	\$35	N/A
<input type="checkbox"/> Actual Amounts				

17. State whether a) the trip involves an event that is arranged or organized *without regard* to congressional participation or b) the trip involves an event that is arranged or organized *specifically with regard* to congressional participation:

This trip involves a one-day event that is arranged or organized specifically with regard to Congressional participation.

18. Reason for selecting the location of the event or trip

The annual NewFront digital advertising trade show is held in New York City and the offices of several IAB member companies are located in New York City.

19. Name and location of hotel or other lodging facility:

N/A

20. Reason(s) for selecting hotel or other lodging facility:

N/A

21. Describe how the daily expenses for lodging, meals, and other expenses provided to trip participants compares to the maximum per diem rates for official Federal Government travel:

The daily expenses for travel, meals, and other expenses provided to participants will be less than the maximum per diem rates, as set by the GSA.

22. Describe the type and class of transportation being provided. Indicate whether coach, business-class or first class transportation will be provided. If first-class fare is being provided, please explain why first-class travel is necessary:

Coach class train transportation and chartered van ground transportation will be provided.

23. ☒ I represent that the travel expenses that will be paid for or reimbursed to Senate invitees do not include expenditures for recreational activities, alcohol, or entertainment (other than entertainment provided to all attendees as an integral part of the event, as permissible under Senate Rule 35).

24. List any entertainment that will be provided to, paid for, or reimbursed to Senate invitees and explain why the entertainment is an integral part of the event:

None.

25. I hereby *certify* that the information contained herein is true, complete and correct. (You must include the completed signature block below for each travel sponsor.)

Signature of Travel Sponsor: \_\_\_\_\_

Name and Title: Randall Rothenberg

Name of Organization: Interactive Advertising Bureau

Address: 116 E. 27th Street, 7th Floor, New York, NY 10016

Telephone Number: (212) 380-4717

Fax Number: (212) 545-8789

E-mail Address: Randall@iab.com

First Name	Last Name	Title	Office	Committee	Reason for Invitation
John	Branscome	Staff Director	Senate Committee on Commerce, Science, and Transportation	Senate Committee on Commerce, Science, and Transportation	As the Staff Director for the Subcommittee, Mr. Branscome works on issues related to consumer protection, digital advertising and privacy.
Cort	Bush	Senior Professional Staff Member	Senate Committee on Commerce, Science, and Transportation	Senate Committee on Commerce, Science, and Transportation	As a senior professional Staff member on the Subcommittee, Mr. Bush works on issues related to consumer protection, digital advertising and privacy.
Bennett	Butler	Legislative Assistant	Office of Senator Ed Markey	Senate Committee on Commerce, Science, and Transportation	As legislative assistant, Mr. Butler works on issues related to digital advertising and privacy.
Amanda	Coyne	Senior Advisor	Office of Senator Dan Sullivan	Senate Committee on Commerce, Science, and Transportation	As legislative assistant, Ms. Coyne works on issues related to digital advertising and privacy.
Crystal	Dollins Tully	Policy Director and Counsel	Senate Committee on Commerce, Science, and Transportation	Senate Committee on Commerce, Science, and Transportation	As Policy Director and Counsel on the Subcommittee, Ms. Dollins Tully works on issues related to consumer protection, digital advertising and privacy.
Scarlet	Doyle	Senior Legislative Assistant	Office of Senator Dean Heller	Senate Committee on Commerce, Science, and Transportation	As senior legislative assistant, Ms. Doyle works on issues related to digital advertising and privacy.

Eric	Einhorn	Senior Counsel for Technology and Communications Policy	Office of Senator Brian Schatz	Senate Committee on Commerce, Science, and Transportation	As senior counsel for technology policy, Mr. Einhorn works on issues related to digital advertising and privacy.
Peter	Feldman	Senior Counsel	Senate Committee on Commerce, Science, and Transportation	Senate Committee on Commerce, Science, and Transportation	As the senior counsel for the Subcommittee, Mr. Feldman works on issues related to consumer protection, digital advertising and privacy.
Christian	Fjeld	Chief Counsel	Senate Committee on Commerce, Science, and Transportation	Senate Committee on Commerce, Science, and Transportation	As chief counsel to the Subcommittee, Mr. Fjeld works on issues related to consumer protection, digital advertising and privacy.
Victoria	Flood	Legislative Assistant	Office of Senator Shelley Moore Capito	Senate Committee on Commerce, Science, and Transportation	As legislative assistant, Ms. Flood works on issues related to digital advertising and privacy.
Joel	Kelsey	Chief of Staff	Office of Senator Richard Blumenthal	Senate Committee on Commerce, Science, and Transportation	As Chief of Staff, Mr. Kelsey oversees all of the Senator's work, including on issues related to digital advertising and privacy.

Sunmin	Kim	Technology Policy Advisor	Office of Senator Brian Schatz	Senate Committee on Commerce, Science, and Transportation	As Technology Policy Advisor, Ms. Kim works on issues related to digital advertising and privacy.
Matt	Klapper	Chief of Staff	Office of Senator Cory Booker	Senate Committee on the Judiciary	As Chief of Staff, Mr. Klapper oversees all of the Senator's work, including on issues related to digital advertising and privacy.
Sam	Love	Legislative Assistant	Office of Senator Cory Gardner	Senate Committee on Commerce, Science, and Transportation	As legislative assistant, Mr. Love works on issues related to digital advertising and privacy.
Sean	McLean	Legislative Assistant	Office of Senator Ted Cruz	Senate Committee on Commerce, Science, and Transportation	As legislative assistant, Mr. McLean works on issues related to digital advertising and privacy.
Erika	Moritsugu	General Counsel	Office of Senator Tammy Duckworth	Senate Committee on Commerce, Science, and Transportation	As General Counsel, Ms. Moritsugu works on issues related to digital advertising and privacy.
Cherilyn	Pascoe	Senior Professional Staff Member	Senate Committee on Commerce, Science, and Transportation	Senate Committee on Commerce, Science, and Transportation	As a senior professional Staff member on the Subcommittee, Ms. Pascoe works on issues related to consumer protection, digital advertising and privacy.

Sydney	Paul	Legislative Counsel	Office of Senator Gary Peters	Senate Committee on Commerce, Science, and Transportation	As legislative Counsel, Ms. Paul works on issues related to digital advertising and privacy.
Meris	Petek	Legislative Assistant	Office of Senator Ron Johnson	Senate Committee on Commerce, Science, and Transportation	As legislative assistant, Ms. Petek works on issues related to digital advertising and privacy.
Matthew	Plaster	Professional Staff Member	Senate Committee on Commerce, Science, and Transportation	Senate Committee on Commerce, Science, and Transportation	As a professional staff member on the Subcommittee, Mr. Plaster works on issues related to consumer protection, digital advertising and privacy.
Stephen	Sandora	Legislative Aide	Office of Senator Shelley Moore Capito	Senate Committee on Commerce, Science, and Transportation	As legislative aide, Mr. Sandora works on issues related to digital advertising and privacy.
Lindsay	Solje Jensen	Legislative Assistant	Office of Senator Dan Sullivan	Senate Committee on Commerce, Science, and Transportation	As legislative assistant, Ms. Jensen works on issues related to digital advertising and privacy.
Kara	Van Stralen	Senior Policy Advisor	Office of Senator Maggie Hassan	Senate Committee on Commerce, Science, and Transportation	As Senior Policy Advisor, Ms. Van Stralen works on issues related to digital advertising and privacy.

Joseph	Wender	Senior Policy Advisor	Office of Senator Ed Markey	Senate Committee on Commerce, Science, and Transportation	As Senior Policy Advisor, Mr. Wender works on issues related to digital advertising and privacy.
Anna	Yu	Legislative Assistant	Office of Senator Richard Blumenthal	Senate Committee on Commerce, Science, and Transportation	As legislative assistant, Ms. Yu works on issues related to digital advertising and privacy.

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